MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MLS 2113 – SEMIOTIC STUDIES

(All sections / Groups)

10 OCTOBER 2016
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages including cover page with 6 Questions only.

2. From Section **A** answer **ALL** questions. From Section **B** answer only **ONE** question and from Section **C** answer only **ONE** question. All questions carry equal marks.

3. Please print all your answers in the answer Booklet provided.

*Section A: **Attempt all the question at section A***
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION A

Question 1

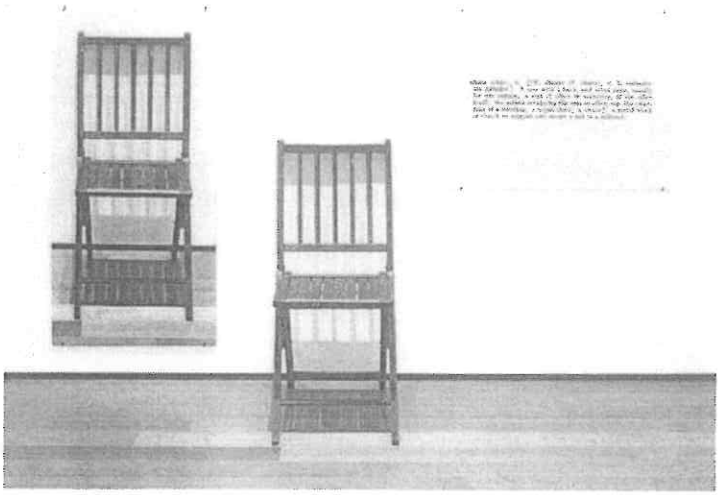
"Woman, then, stands in patriarchal culture as a signifier for the male other, bound by a symbolic order in which man can live out his fantasies and obsessions through linguistic command by imposing them on the silent image of a woman still tied to her place as the bearer of meaning, not maker of meaning."

The above quote is taken from Laura Mulvey's book entitled, 'Visual and Other Pleasures'. In it she defines the term 'The Male Gaze'.

Explain what Mulvey meant by the Male Gaze.

(10 Marks)

Question 2



"*One and Three Chairs*, 1965, is a work by Joseph Kosuth.

An example of conceptual art, the piece consists of a chair, a photograph of this chair, and an enlarged dictionary definition of the word "chair". The photograph depicts the chair as it is actually installed in the room, and thus the work changes each time it is installed in a new venue."

Discuss the above work of Joseph Kosuth using the semiotic concepts of signs by Charles S. Peirce, i.e. Icon, Index and Symbols.

(10 Marks)

Continued .....

*Section B: Attempt **only ONE(1) of the following Two(2)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION B

Question 1

From philosopher Charles S. Peirce in the late 19th century; a sign is a stimulus pattern that has a meaning. People who study signs and communication differentiate three kinds of signs:

I. **the ICON,**
II. **the INDEX and**
III. **the SYMBOL**

Define and explain all of them by taking an example from real life.

(10 Marks)

Question 2

Semiology can be defined as the study of signs: how they work and how we use them. Almost anything can signify something for someone. Saussure developed the principles of semiology as they applied to language; Barthes extended these ideas to messages (word-and-image relations) of all sorts.

I. **Define denotation and connotation.**
II. **How is denotation different from connotation?**
III. **Justify your views with suitable examples.**

(10 Marks)

Continued .....

*Section C: Attempt **only ONE(1) of the following Two(2)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

SECTION C

Question 1

Based on semiotics study, mention the traditional symbolic meaning of four colours provided below, and also write how you perceive them, justify your views with suitable examples.

I. Example: White is considered to be the symbol of light.
(Give at least 2 more symbolisms for the Colour White)

II. Example: black symbolizes power.
(Give at least 2 more symbolism for the Colour Black)

III. Example: Blue stands for cool.
(Give at least 2 more symbolism for the Colour blue)

IV. Example: Red stands for strength.
(Give at least 2 more symbolism for the Colour Red)

(10 Marks)

Question 2

"Radio, television, film and the other products of media culture provide materials out of which we forge our very identities, our sense of selfhood; our notion of what it means to be male or female..."

According to critical theorist Douglas Kellner, these products of media culture have the power to circulate ideas, convey insightful stories and inform audiences. Because of this great role, we must understand what messages these products are circulating about women. Discuss if radio, television and other products of media culture convey realities of the world or simply promote normative ideologies about women?

(10 Marks)

End of paper